

Dilan's Travel Guide

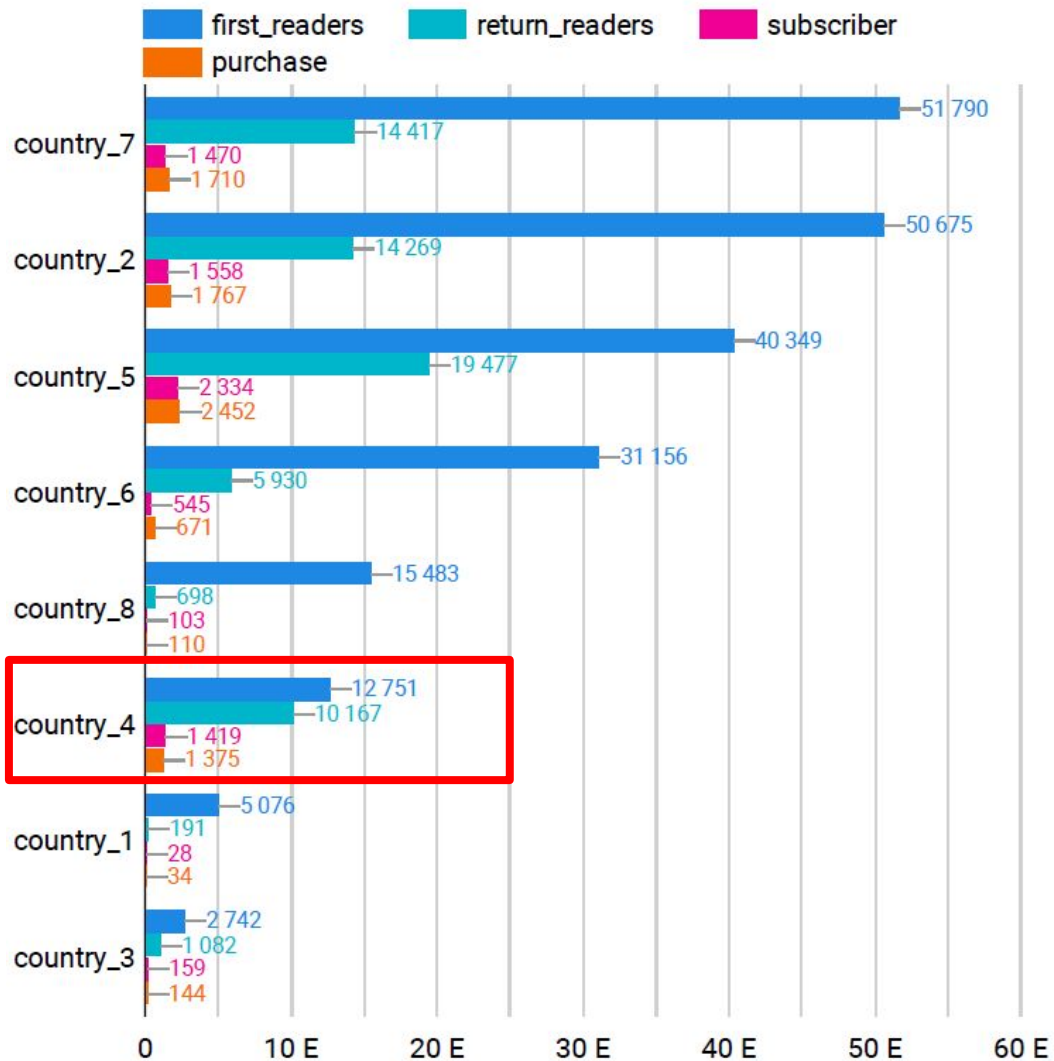
Business Advice

Hunor Szabados

1. In which country should he prioritise his effort and why?

The highest percentage of returning readers are among country_4 users (79%).

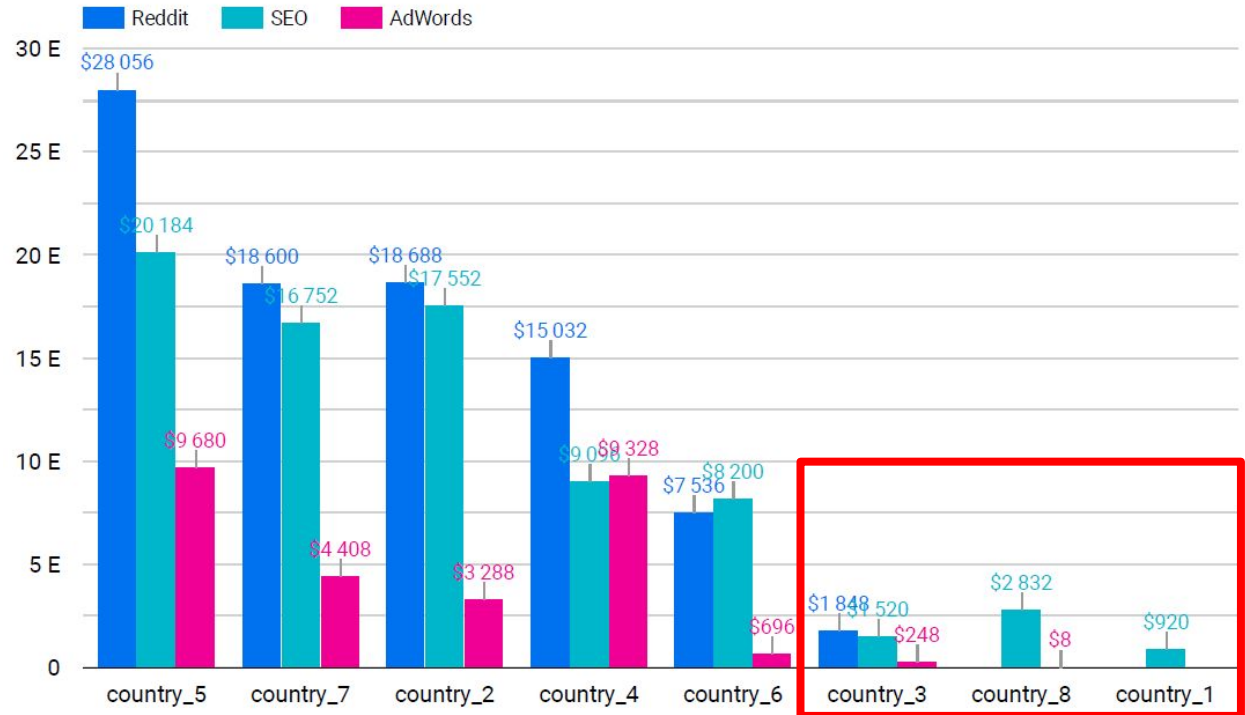
country	first_to_return ▾	return_to_subcirber
country_4	79,73%	13,96%
country_5	48,27%	11,98%
country_3	39,46%	14,70%
country_2	28,16%	10,92%
country_7	27,84%	10,20%
country_6	19,03%	9,19%
country_8	4,51%	14,76%
country_1	3,76%	14,66%



2. Any other advice to Dilan on how to be smart with his investments based on the data from the last 3 months?

Assuming the same advertising budget for all countries:

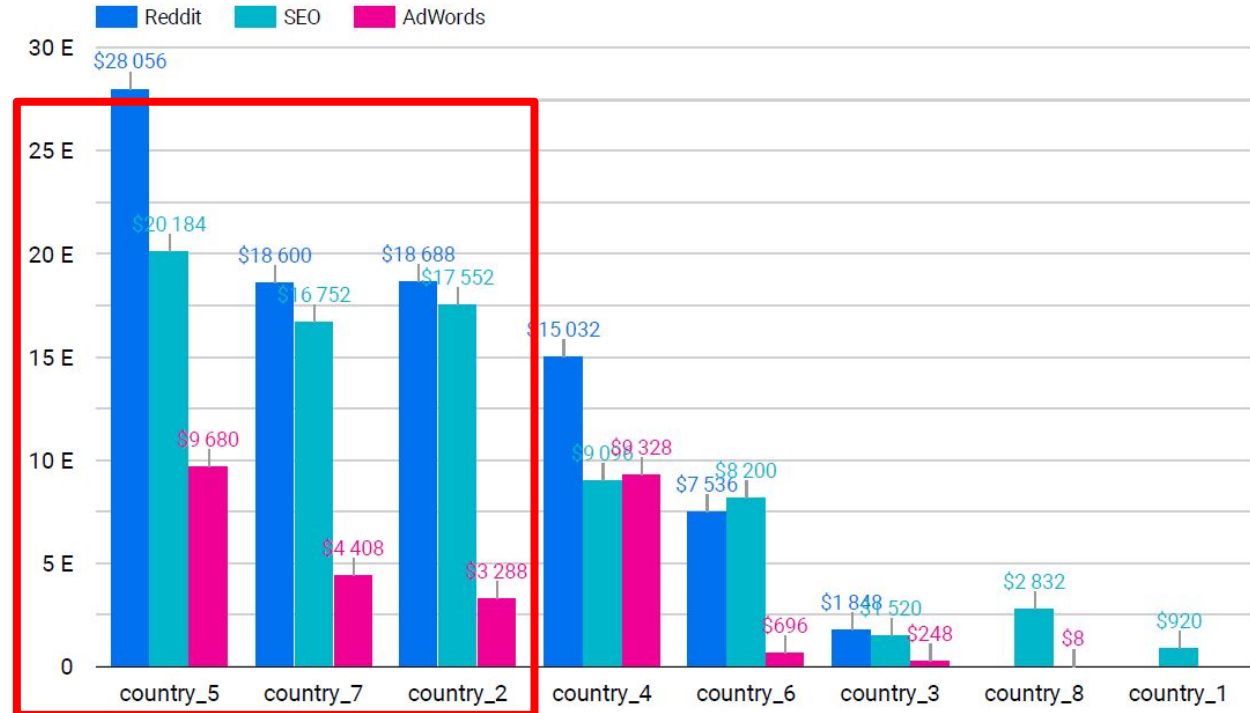
- For country_1, country_8, country_3, AdWords costs can be reduced



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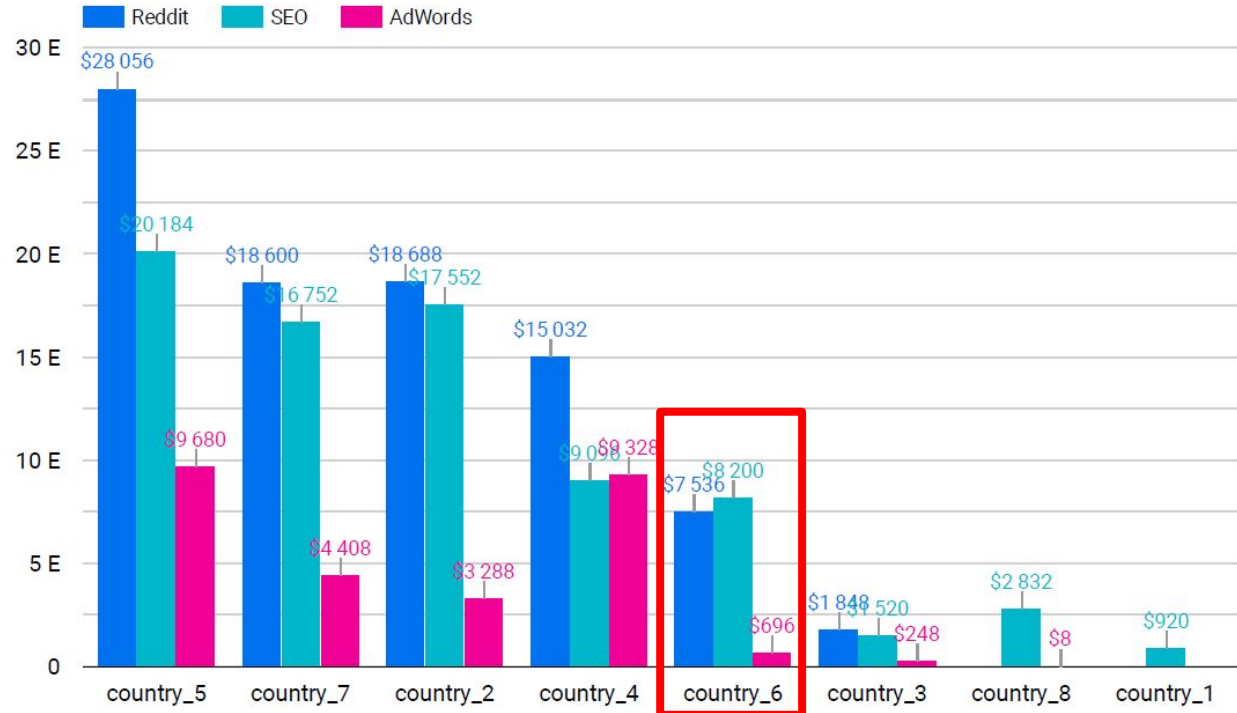
- For country_7, country_2, country_5 it is worth investing in advertising revenues



2. Any other advice to Dilan on how to be smart with his investments based on the data from the last 3 months?

Assuming the same advertising budget for all countries:

- Share the country_6 AdWords budget between SEO and Reddit

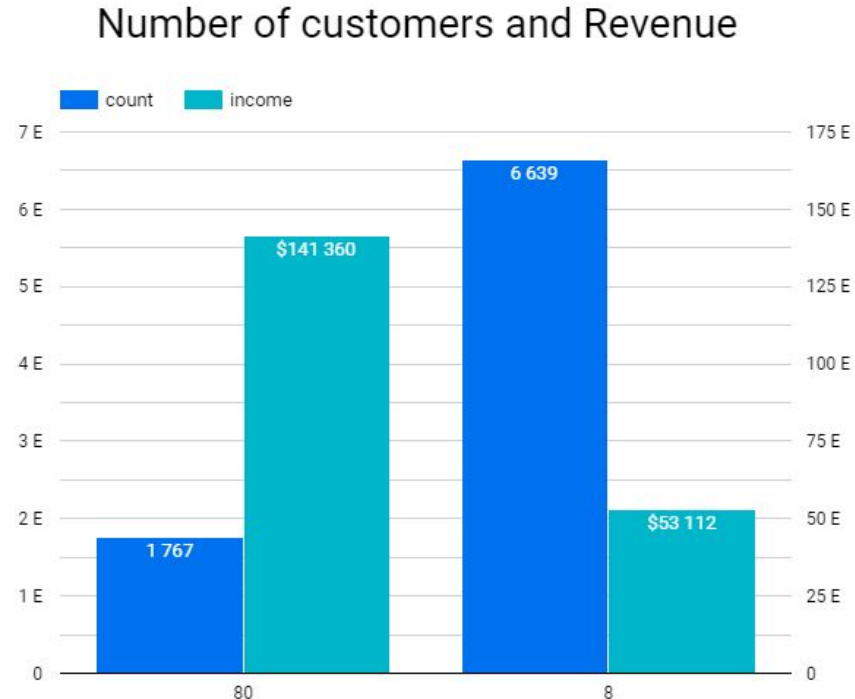


3. Can you see any more interesting information (beyond the above 2 questions) in the data from which Dilan could profit?

Invest in video content:

- about 2.5x more revenue
- from a quarter as many customers

than \$8 e-book buyers.



Summary

1. The **country_4** is worth investing effort in, because it has the **highest (~79%) rate of returning readers**.
2. In **country_1, country_8, country_3**, AdWords costs can be **reduced** and in **country_7, country_2, country_5** it is worth investing the **freed up** resources in AdWords.
 - The **country_6** AdWords budget to be shared between SEO and Reddit
3. It's worth **investing** more resources in **video content**, as it generates about **2.5x** the **revenue** from nearly a **quarter** as many **people** as **\$8 e-book** buyers.